

Amendments to the Claims:

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

Claims 1-50 (canceled)

Claim 51 (new): An advertisement ID sending apparatus which records an access history of at least one user terminal and sends the access history to an external device, said advertisement ID sending apparatus comprising:

an advertisement ID storing means for storing an advertisement ID;

an advertisement ID sending means for, after receiving a request from the at least one user terminal to send the advertisement ID, reading the advertisement ID from said advertisement ID storing means and sending the advertisement ID to the at least one user terminal;

an access history storing means for storing an access history, wherein the access history is based on results of sending the advertisement ID to the at least one user terminal by said advertisement ID sending means; and

an access history sending means for, after receiving a request from the external device to send the access history, reading the access history from said access

history storing means and sending the access history to the external device.

Claim 52 (new): The advertisement ID sending means according to claim 51, wherein the access history stored in said access history storing means comprises a total count of sending the advertisement ID to the user terminals.

Claim 53 (new): The advertisement ID sending means according to claim 51, wherein the access history stored in said access history storing means comprises time information when the advertisement ID has been requested by user terminals.

Claim 54 (new): The advertisement ID sending means according to claim 51, wherein the access history stored in said access history storing means comprises at least one of weather, temperature and humidity information when the advertisement ID has been requested by user terminals.

Claim 55 (new): The advertisement ID sending means according to claim 51, wherein the access history stored in said access history storing means comprises personal

information about each of user terminals which have requested the advertisement ID.

Claim 56 (new): The advertisement ID sending means according to claim 51, wherein the access history stored in said access history storing means comprises congestion information when the advertisement ID has been requested by user terminals.

Claim 57 (new): The advertisement ID sending apparatus according to claim 51, further comprising an access history encrypting means for encrypting the access history before said access history sending means sends the access history.

Claim 58 (new): The advertisement ID sending apparatus according to claim 57, wherein said access history encrypting means encrypts said access history with an encryption key received from the external device.

Claim 59 (new): The advertisement ID sending apparatus according to claim 51, wherein said advertisement ID sending means communicates with the at least one user terminal via at least one contact-less communication channel, and wherein said access history sending means

communicates with the external device via at least one contact-less communication channel.

Claim 60 (new): A history collection terminal which receives an access history sent by an advertisement ID sending apparatus which stores the access history based on a result of sending an advertisement ID to at least one user terminal, said history collection terminal comprising:

an access history requesting means for sending an access history request to the advertisement ID sending apparatus that indicates to send the access history, sending an encryption key to the advertisement ID sending apparatus that is used for encrypting the access history by the advertisement ID sending apparatus, and receiving the access history encrypted by the advertisement ID sending apparatus using the encryption key; and

an access history storing means for storing the encrypted access history received by said access history requesting means.

Claim 61 (new): The history collection terminal according to claim 60, further comprising:

a location inputting means used to input location information of said history collection terminal;

wherein said location inputting means is used to input the location information when said access history requesting means has received the access history encrypted by the advertisement ID apparatus; and

wherein said access history storing means stores the encrypted access history accompanied with the location information.

Claim 62 (new): The history collection terminal according to claim 61, wherein said location inputting means receives the location information inputted by a user of said history collection terminal.

Claim 63 (new): The history collection terminal according to claim 61, wherein said location inputting means obtains the location information from a GPS device included in said history collection terminal.

Claim 64 (new): The history collection terminal according to claim 60, wherein said access history requesting means communicates with the advertisement ID sending apparatus via a contact-less communication channel.

Claim 65 (new): A user terminal which receives an advertisement ID from an advertisement ID sending apparatus which sends the advertisement ID and stores

access history based on results of sending the advertisement ID to the user terminal, and which retrieves information from an information provision server using the advertisement ID, said user terminal comprising:

an advertisement ID requesting means for sending a request to the advertisement ID sending apparatus to send the advertisement ID, and receiving the advertisement ID from the advertisement ID sending apparatus; and

a communicating means for sending an information request to the information provision server to send the information, and receiving the information from the information provision server.

Claim 66 (new): The user terminal according to claim 65, further comprising a displaying means which displays the information received from the information provision server.

Claim 67 (new): The user terminal according to claim 65, wherein said advertisement ID requesting means communicates with the advertisement ID sending apparatus via a contact-less communication channel.

Claim 68 (new): An advertisement ID sending apparatus which records an access history of at least one user

terminal and sends the access history to an external device, said advertisement ID sending apparatus comprising:

an advertisement ID storing device operable to store an advertisement ID;

an advertisement ID sending device operable to, after receiving a request from the at least one user terminal to send the advertisement ID, read the advertisement ID from said advertisement ID storing device and send the advertisement ID to the at least one user terminal;

an access history storing device operable to store an access history, wherein the access history is based on results of sending the advertisement ID to the at least one user terminal by said advertisement ID sending device; and

an access history sending device operable to, after receiving a request from the external device to send the access history, read the access history from said access history storing device and send the access history to the external device.

Claim 69 (new): A history collection terminal which receives an access history sent by an advertisement ID sending apparatus which stores the access history based on a result of sending an advertisement ID to at least

one user terminal, said history collection terminal comprising:

an access history requesting device operable to send an access history request to the advertisement ID sending apparatus that indicates to send the access history, send an encryption key to the advertisement ID sending apparatus that is used for encrypting the access history by the advertisement ID sending apparatus, and receive the access history encrypted by the advertisement ID sending apparatus using the encryption key; and

an access history storing device operable to store the encrypted access history received by said access history requesting device.

Claim 70 (new): A user terminal which receives an advertisement ID from an advertisement ID sending apparatus which sends the advertisement ID and stores access history based on results of sending the advertisement ID to the user terminal, and which retrieves information from an information provision server using the advertisement ID, said user terminal comprising:

an advertisement ID requesting device operable to send a request to the advertisement ID sending apparatus to send the advertisement ID, and receive the

advertisement ID from the advertisement ID sending
apparatus; and

a communicating device operable to send an
information request to the information provision server
to send the information, and receive the information from
the information provision server.